Network Society

Roberta Iannone
Department of Political Sciences of Sapienza University of Rome

Emanuela Ferreri
Department of Communication and Social Research of Sapienza University of Rome

Maria Cristina Marchetti
Department of Political Sciences of Sapienza University of Rome

Laura Mariottini
Department of Political Sciences of Sapienza University of Rome

Manuela Cipri
Faculty of Political Science, Sociology and Communication, Sapienza University of Rome

Vernon Series in Sociology

VERNON PRESS

Copyright © 2016 Vernon Press, an imprint of Vernon Art and Ascience Inc, on behalf of the author.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior permission of Vernon Art and Ascience Inc.

www.vernonpress.com

In the Americas:
Vernon Press
1000 N West Street,
Suite 1200, Wilmington,
Delaware 19801
United States

In the rest of the world:
Vernon Press
C/Sancti Espiritu 17,
Malaga, 29006
Spain

Vernon Series in Sociology

Library of Congress Control Number: 2016910433

ISBN: 978-1-62273-040-7

Product and company names mentioned in this work are the trademarks of their respective owners. While every care has been taken in preparing this work, neither the authors nor Vernon Art and Science Inc. may be held responsible for any loss or damage caused or alleged to be caused directly or indirectly by the information contained in it.

Table of Contents

Preface *ix*

Paolo de Nardis

Introduction *ix*

Chapter 1 Network Society. What is it? 21

Roberta Iannone

Chapter 2 Network Society: Hypothesis of Solidity 77

Emanuela Ferreri

Chapter 3 Networks and Spaces. Governance and political space in the European Union 107

Maria Cristina Marchetti

Chapter 4 Network Society and Public Space. Latin American Migrants and the Linguistic Landscape of Rome 141

Laura Mariottini

Chapter 5 Web, Network Society, and Transmedia in election campaigns: a case study on David Cameron (2014-2015) 193

Manuela Cipri

Index *219*

Preface

Paolo de Nardis

What is the network society?

Roberta Iannone provides a complete and articulated definition of the concept of "network" that renders, in a clear and effective way, the descriptive content of the analysis, giving us at the same time a key to depict the contemporaneity. This perspective is enlarged and enriched by the interesting contributions of Cristina Marchetti, Laura Mariottini, Emanuele Ferreri and Manuela Ciprì.

This approach constitutes a way to avoid the traps inherent in an ontological method and to base the analysis of this relevant theme starting from an assumption: the "Network" can be realistically depicted as an element able to shape and define the contemporaneity.

Since last century 70s, I have always considered very interesting the attainment of this conception. It undoubtedly originates from functionalism, but overcomes it by including a strong axiological element based on reciprocity, collaboration and trust.

From a modern epistemological point of view, in my opinion, it is quite important to try to avoid the ontological approach in order to consider the concept of network society merely as a concept: an instrument to explain reality, rather than an instrument pretending to objectify an analytical category presenting it as the exact reality.

So we can say the network society is a powerful instrument to analyze contemporaneity – as demonstrated by the interesting works of the present research –, but without the pretension to exhaust all the ranges of the possible interpretations of reality. This should be read by making use of a large set of concepts, none of which really exclusive. All instru-

ments then must be checked according to the principles of verifiability, replicability and publicity of the results.

That said, the heuristic fecundity of the proposed concept could not be denied because deeply investigated and analytically founded on a large number of sociological literature on the subject, produced during the last quarter of a century both in Italy and abroad. The main contribution of this literature led to a fascinating and important idea: contemporary western societies, developing along the late segment of modernity, do not govern themselves according to the traditional scheme of the state-civil society (of political and business world) and according the mono-regulative top-down model, but they organize themselves according to a horizontal network.

Under this perspective, the horizontal self-organization of the societies plays a role of substitution and supplementation of public powers, whenever they are weak or completely missing in their essential functions of distribution, regulation and control.

This is a conception that gave birth to the "neo-corporative" conception of the social sphere and that redefines it in a neo-functionalist and neo-morphological way. The old social pyramid squeezes and molding a horizontal-reticular society, with the consequent fall of old schemes and hierarchies.

The theoretical sources of this neo-pluralistic morphology of the social sphere, from both an ideological and cultural point of view, are part of the present research that, in identifying the sociological conscience implicit in this interpretation of reality, aims at redefining a snapshot of social life, on the grounds of the major cultural currents. Yet, the latter does not seem always conformed to such a geometrical approach, with quite clear returns to the past models, falling in the misleading vision of the so called autumn of the State and of its regulative function.

If we refer to the pluralistic approach in sociology, we find one of the most important author, Gurvitch. In his work, the organization factor of a social group has a fundamental role for the capacity of generating norms. Forerunners of this ap-

proach could be philosophers and law theorists, like Duguit, Van Gierke, Hariou and others. Moreover, along the lines of a sociological research on education, considered in connection with the organization factor, we can examine some important positions by Sellznick, a sociologist of law, who came from the sociology of organization. Here, it is possible to recognize the same pluralistic approach to the study the late-modern society, closely related to an explicit need to explain how complex organizations can be a vehicle to education and of expectations on justice and law.

In this case, the endo-organizative perspective makes room to a pluralism defined according to the principles of justice of an industrial kind that amounts to the reality of a complex organization.

Hence, reshaping the old vision of the classic pluralism with this new conceptual model, considering pluralism as a system, it seems we can affirm that beyond the absorption of values and norms coming from political power, it is at work the same mechanism of absorption emanating from the centers of economic and social power and from the media.

In this perspective, pluralism meets functionalism, giving birth to a way of modeling characterized by a functionalist neo-morphology of the social sphere.

On the light of these contributions and of the neo-pluralistic framework developed by these authors, in this research the aim is to go "further", by applying a relational lens (rather than a proper paradigm) to the study of the network. The pluralistic fulcrum of the sociology of law and organization needs to be reconsidered and integrated, rather than contradicted, according to the most recent theoretical achievements on the relational sociology. In this sense, the aim of this work is to investigate the networks and their properties in terms of social capital and governance, with the goal to reconstruct the ideal conscience of the new reticular society in its shades and lights.

Rome, February 2016.

PAGES MISSING

FROM THIS FREE SAMPLE

Index

A

a posteriori, 70
a priori, 40, 45
A. Riles, 100
A.N.T., 87
ab origine, 64
actants, 91
Alain Touraine, 24
alienation, 25
Andean, 163
Andean countries, 163
Angelo Mai Altrove Occupato, 183
Arab Springs, 104
arcana imperii, 75
Ariadne, 91
Augé, 117, 119, 145
Australopithecus, 95
avatar, xviii
axiological, ix, 70

B

Barbieri, 60, 77
Barnes, 32, 77
Barney, 23, 24, 25, 30, 31, 77, 115, 127, 128, 145
Baths of Diocletian, 179
Baudrillard, 26
Ben Rafael, 158
Bettini, 71, 77
bilingualism, 162, 163
billboards, 155, 158, 160, 162, 163, 188
Blair's true heir, 211
Bobbio, 70, 72, 73, 74, 75, 77
Boissevan, 32, 77
Boschma, 34, 122, 145
Bott, 32, 77, 90
Boudon, 68
Bourdieu, 56, 67, 77, 104, 110
Bracalenti, 157, 164, 203, 204
Bracalenti et, 157, 164
Brussels, 132, 139, 149, 162
bureaucracy, 29
Burt, 32, 64, 77, 80

C

C.M., 68
Cabinet Council, 216
Caméra d'Or, 86
capitalism, 25, 27, 126, 127, 154
Capitoline, 177, 183, 186
Castells, xiv, 23, 27, 30, 77, 115, 122, 123, 124, 125, 126, 127, 128, 131, 132, 145, 146, 153, 154, 204, 233, 234
Catalunyan, 23
Cavalli, 39, 78
cellular automata, 209

Center of Excellence of the University of Siena, 157, 163
chaos theory, 209
Choe, 68, 79
Cipriani, 71, 78
Civil Society Contact Group, 143
Coleman, 32, 56, 65, 78
Colle Oppio, 176, 177, 179
Coluccia, 60, 78
Commission of the European Communities, 134, 135, 136, 149
computerization, 25
CONCORD, 142, 143
conformity, ix, 45
Consequences of modernity, 117
contemporaneity, ix, 41
cosmos, 69
Cotesta, 71, 78
CSOs, 139, 141
cybernetics, 209
cyberspace, 27

D

Daniel Bell, 24
David Cameron, 209, 210, 214, 215, 216, 224, 231
Davis, 67, 80
de Nardis, ix, 71, 78
dematerialisation, 122
dematerialization, xi, xiv, 129, 153
de-spatialisation, xiv
de-spatialization, xi
dichotomic, 43
dichotomy, 211
diktat, 37
discourses, xiii, 108, 154
do ut des, 41
Don Chijote, 75
Donati, 32, 59, 60, 72, 78
Donolo, 38, 78
Duguit, xi
Durkheim, 89, 106, 118, 146

E

E. Ferreri, 31
Ecuador Amazónico, 176, 177
eLife, 95
Ellul, 24, 78
Emanuela Ferreri, i, xii, 83
entropy, 209
epiphenomena, 57
epistemological, ix, xiv, 85
Esquilino, 163, 165, 196, 205
essentialist, 26
ethnographic, xii, xiv, 87, 89, 93, 108
Ethnography, xiii, 94
ethnolinguistic, 161
European Economic, 141, 142, 149
European Economic and Social Committee, 141, 149
European Forum for the Arts and Heritage, 142

European *Governance*, xi, xv, 116, 137, 148, 149
European Public Health Alliance, 142
European Transparency Initiative, 139
European Union, xv, 115, 116, 132, 133, 137, 139, 140, 143, 145, 146, 147, 148, 149, 226
European Women's Lobby, 142
European Youth Forum, 142
ex novo, 98
Expreso Latino, 167

F

Facebook, xviii, xix, 95, 113, 215, 216, 232
facto family, 90
falsifiable, xiii, 108
Family and Social Networks, 90
Fiestas Patrias, 181
Fijian, 100
Filipino, 180
Flavian Amphitheater, 176
followers, xix
Fordism, 24, 25
Forgiveness, 209
Frida Kahlo, 184, 185
Friedman, 69, 78, 112
Fukuyama, 57, 58, 78, 79
functionalism, ix, xi

G

Giddens, 57, 79, 117, 118, 146
globalization, ix, x, xii, xiv, 24, 26, 27, 73, 74, 163
Goffman, 119, 120, 121, 146
Gombo, 196, 197
Granovetter, 43
Green Wall, 103
Green10, 142
Griffin, 163
Group on Human Rights, 142
Guía Latina, 167
Gurvitch, xi

H

Hagen, 68, 79
Halal food, 196
Hargadon, 64, 79
Hariou, xi
Harris's materialism, 97
Hayek, 69, 79
Healey, 33
hegemony, xiii, 71, 108
Held, 73, 79
heterotopy, 87
heuristic, x, 32
hic et nunc, 37, 58
hierarchy, xiv, 123, 129, 144
Hobbes', 97
holism, x
Holland, 162
Homans, 32, 79

Homo Naledi, 95, 96
Homo sapiens, 95
Hörl, 40
hubs, xiv, 123, 154
hybridization, 26, 197
hyperuranio, 75
hyponymy, 218
hypothesis of solidity, xii

I

Iannone, 62, 79, 80, 112, 153, 154, 201, 234
idem sentire, 64
in embryo, 62
in loco, 100
inalienable, xii, 26, 108
individualism, x
individuation, x
industrialism, 24, 27
Infocracy, 29
Information Age, 77, 115
information society, xii, 24, 25, 28, 125, 149
informational society, 125
informationism, 27
insertion, xix
interdisciplinary, xiii, xix, 85, 93
inter-identity, xiii
internationalization, xiv
intra-identity, xiii
intrapsychic, 88
Iran Freedom, 103
Istat, 157, 162
ISTAT, xvii
Italy, x, 35, 36, 157, 162, 165, 166, 167, 172, 184, 187, 193, 230

J

J. Law, 87
Jerusalem, 162
Jones & Gorge J. M., 67

K

Keynesian, 25
kinship, 37, 89
Knoke, 64, 80
Knowncrazy, xix
Kogut, 65, 82
Kolm, 59, 80
Kwok-Bun, 26

L

L. Berger, 95
L. Mariottini, 29
Landi, 71, 78
Latin, xv, xvi, xvii, 153, 157, 160, 163, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 179, 180, 181, 182, 183, 187, 188, 190, 191, 192, 193, 194, 196, 198, 199, 200, 201, 202
Latour, 85, 87, 91, 102, 107, 112
Latour B., 87
Lazarsfeld, 57, 80
Lehman Brothers, 98
Leiss, 25, 80

Leonardis, 38, 78
Levy Strauss, 97
lexicons, xviii
Linguistic Landscape, xv, xvi, xvii, 153, 160, 163, 203, 204, 205
LinkedIn, 95
Lipparini, 66, 80
LL, xvi, 160, 161, 162, 163, 164, 182, 200, 205
lobbies, 139
Luhmann, 70

M

M. Callon, 87
M.C. Marchetti, 29
Maanen J. Van and Schein, 57
Madrassas, 218
Magatti, xiv, 129, 147
mailing lists, 209
mainstream, 30, 84, 86
Manichean, 43
Manuela Ciprì, ix, xvii
Marcuse, 24, 80
Maria Cristina Marchetti, i, xiv, 115
Mayer, 67, 80
McIver, 31
Merleau Ponty, 117
meronymy, 218
Merton, 57, 80
Meyrowitz, 118, 119, 120, 121, 122, 147
Michel de Certeau, 117
Minc, 25, 81
Minor, 32, 77, 80
Miranda July, 86
Mitchell, 32, 77, 90, 110
mobile robots, 209
Mongardini, 33, 58, 71, 78, 80, 81
Montreal, 162
moulding, xvi
multidimensional, xi, xix, 73
multilingualism, ix, xvi, 155, 162, 164, 204, 205
multimedia, xix
Mutti, 60, 81

N

National Geographic Society, 95
neo-corporative, x
neo-functionalist, x
neoliberal, 25
neoliberistic, 127
neo-morphological, x
network, ix, x, xii, ix, x, xi, xii, xiii, xiv, xv, xviii, 23, 24, 25, 28, 29, 30, 31, 32, 33, 34, 35, 37, 38, 39, 41, 43, 45, 53, 54, 55, 56, 57, 58, 63, 64, 65, 66, 68, 69, 71, 81, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 95, 97, 98, 99, 100, 101, 103, 105, 106, 107, 108, 113, 115, 116, 122, 123, 124, 125, 126, 127, 128, 129, 130, 132, 133, 137, 139, 140, 144, 146, 147, 148, 156, 159, 166, 190, 191,

200, 201, 209, 218, 233, 234
Network Society, i, ix, xi, xv, xix, xxi, 23, 77, 82, 83, 115, 128, 145, 146, 148, 149, 153, 204, 209
New Economy, 205, 209
Nodes, xiv
nomos, 37, 69
Nora, 25, 81
NS, xi, 23, 26, 27, 29, 30, 68, 153

O

Offe, 69
Olos, 107
Olson & Zanna, 67
Onda Latina, 167
ontogenetic, 44
ontological, ix, 97
open-source programming, 209
Ottavia Trecca, 157

P

Panebianco, 69, 81, 139, 147
paradigm, xii, xvi, 24, 34, 59, 72, 133, 144, 145
paradigms, x, 92, 93
Peru, 166, 169, 170, 171, 172, 173, 182, 200
Peruvian, xvii, 166, 168, 172, 189, 199, 200, 202
Peverelli, 26
phenomena, xvi, xvii, 39, 69, 72, 73, 76, 99, 131, 143, 166
Phenomenologie de la perception, 117
phylogenetic, 44
physical space, xiv, 87, 116, 118, 119, 122, 161
Piazza della Repubblica, 179
Piazza Mancini, 179, 180
Pietro Canonica Museum, 184
Pinson, 76, 81
Piselli, 62, 63, 81, 87, 91, 93, 113
Pizzorno, 61, 81
pluralism, xi, 71
polarizing, xiii, 108
Portes, 32
post-industrialism, 24, 25
posts, xix, 215, 216
prassi, 138
profiles, xix, 214, 215, 216, 217
Progetto Sur, 183
projections, xviii
propaganda, xviii
pseudo, 71, 187
Putnam, 36, 58, 81

Q

quantum, 40
quid pro quo, 42

R

Radcliffe-Brown, 31

reality TV, 209
re-spatialisation, xiv
re-spatialization, xi
reticular, x, xii, 35, 38, 54, 59, 61, 74, 166
reticularity, xi, 34, 43
Riporto qualche istruzione, 103
Rising Star, 95
Roberta Iannone, i, ix, xi, 23
Rousseau's political philosophy, 97

S

Sacco and Zamagni, 36
Schein, 57, 68, 82
Schmitt, 75, 81
Schoorman, 67, 80
Scott, 30
Scuderie del Quirinale, 184
Sellznick, xi
Sentir Latino, 167
Shan, 65, 82
Simmel, 32, 38, 39, 40, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 81, 83, 113, 118, 148
Smismans, 136, 137, 148
snapshot, x
social capital, xii, x, xviii, 32, 35, 53, 72
social circles, ix, 32, 43
Social Committee, 141, 142, 149
social space, xiv, 98, 101, 116, 118, 119, 120, 122, 154, 159, 202
sociolinguistic, xvi, 154, 157, 159, 161
sociology, xi, xii, xiv, 38, 39, 55, 57, 59, 87, 118
Sombartian, 71
Sotho, 95

'

'space of flows', 30, 153

S

Spain, 162
spatial, x, xi, xvi, xvii, 27, 64, 117, 118, 123, 124, 145, 172, 173, 210
Stakeholders, 138
Statistical Bureau of the City of Rome, 157
Stephen Ullman, 226
structuralism, 97
substrates, xiii, 108
sui generis, 60, 119
supranational-state, 133
Sutton, 64, 79
synonymy, 218
synthetic, 25

T

talk shows, 209
taxis, 69
taylorism, 25
Technopolitics, xvii
Termini, 165, 200

territorialisation, xvii
The Economist, 210
the Ecuadorean, xvii
thermodynamics, 209
thesis, 23, 24, 69, 115, 119, 164
toponymy, 155
transnationalism, ix, 154
Treaties, 138, 141
Treaty of Lisbon, xv, 116, 137, 138, 141
trends, xviii, 234
Triepel, 71, 81
Trigilia, 60, 81
tweets, 215, 217
Twitter, xviii, xix, 95, 103, 214, 215, 216, 225

U

Ufficio di Statistica, xvii
Ummah, 209
United Nations Fourth World Conference, 100
uti singuli, 36

V

Van Dijk, 27, 28, 29, 33, 82, 128
Van Gierke, xi
vergesellschaftung, 39
Via di Portonaccio 212, 194
Vickstrom, 32
voluntary associationism, 42

W

Wacquant, 56, 77
Walker, 65, 82
web logs, 209
web rings, 209
Weberian, 70
Westphalian, xv, 116
White Paper, xv, 116, 134, 135, 136, 137, 139, 145, 146, 149
Witwatersrand University, 95

Z

Zamagni, 59, 80